

PATENT  
Docket No. 0026-0002

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of )  
Sergey Brin ) Group Art Unit: 2142  
Application No.: 09/843,923 ) Examiner: B. Ailes  
Filed: April 30, 2001 )  
For: SYSTEMS AND METHODS FOR )  
ENTICING USERS TO ACCESS A )  
WEB SITE )

U.S. Patent and Trademark Office  
Customer Service Window, Mail Stop AF  
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Alexandria, VA 22314

**AFTER FINAL AMENDMENT**

In response to the final Office Action, dated February 22, 2006, and pursuant to 37 C.F.R.

§ 1.116, Applicant proposes to amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 9 of this paper.

ANE. I  
entered w/ RCE  
dtd 5/17/06

DO NOT  
ENTER  
BAA  
5/8/06